Centennial Airport



FAA Northwest Mountain Region

Airports Conference

Seattle, WA

April 18, 2007

Marketing Your Airport

A Case for Economic Stability & Growth:

A View from FL400

Robert Olislagers

Centennial Airport

Among the Busiest GA Airports (320,000 in 2006)

Among the Busiest Airports in the US

Over \$ 1B in Economic Impact

2,000+ Employees - \$100M +

7 of Fortune Top 10

24/7 International Airport

23 Business Centers & 6,000 Businesses

25% of CO GDP clustered around the airport

Centennial AirportKeys to Investment:

- 1. Location, Location
- 2. Understanding Return On Investment (ROI)
- 3. Stabilize Costs
- 4. Establish Realistic Standards & Enforce
- 5. Have Consistent Policies
- 6. Ensure Customer Service (no cherry picking)
- 7. Tie Investment to Term

Centennial AirportKeys to Investment:

- 8. Leverage Assets
- 9. FBO Policy
- 10. Fueling Rights
- 11. Airports are not Islands
 - a. Balance Needs
 - b. Encourage non-profits
 - c. Give back (Foundation)

A Tale of Two Airports

Centennial Airport v. JeffCo Airport

Ops	320K	175K
Jets	80	40
Fuel	13M	4.4M
FBO	4	2

The Results

Unprecedented Investment

Over \$50 Million in new hangars since 2000

Record Growth

Fuel Sales 4M (1990) to 13M (2006)

Award Winning FBOs

Only Airport to Have 3 FBOs in the top 25 (2005)

New Ventures

Like...







Threats to Marketing GA

Liability...GA Revitalization Act critical to success

Pilot Population...Cause for Concern

Cost of Aircraft

If it was easy, it would be called driving

User Fees...GA must pay fair share

...but what is that cost?

